

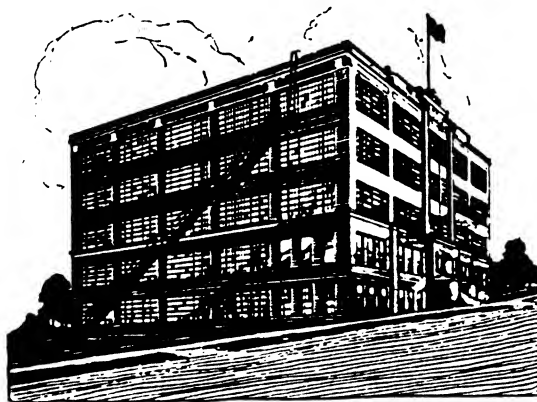
Catalog

of

PARKER

LUCKY-CURVE

Fountain Pens and Pencils



The Parker Pen Company

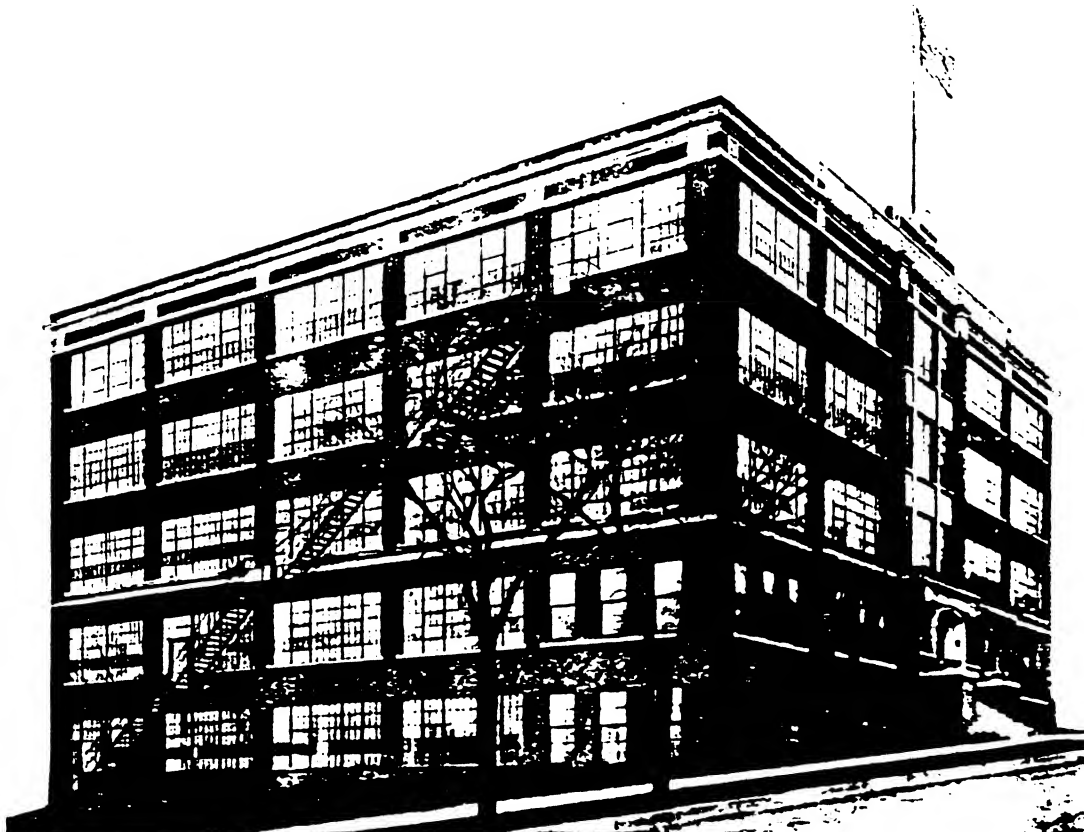
Janesville, Wisconsin, U.S.A.

New York

Chicago

San Francisco

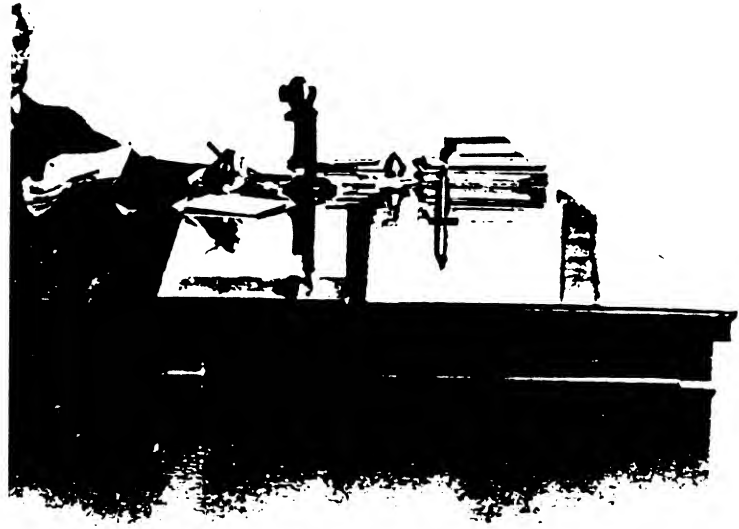
Spokane



The Parker Pen Plant at Janesville, Wisconsin

“We show this picture of the Parker Pen plant because we believe there is a definite feeling of satisfaction in knowing that the goods you sell or use come from a good home—that they are not likely to become orphans on your hands. There is a standing invitation to all Parker Pen dealers—and others—to visit this factory. What you will see is described more fully in the foreword of this book.”

122002



JUST A WORD in presenting this new catalog to you.

Parker Pens have been manufactured and sold for many years. The writer started in the fountain pen business when little more than a mere boy.

The dominant idea at the inception was to make the best pen how to make, to make it on honor, and to make it as good as going into the pocket of one's best friend.

This idea has prevailed from the time of its inception to the present. The high standards in the working qualities of the pen have naturally resulted from this experience.

The honest and loyal organization which has grown around the company is responsible for the modern Parker Pen and Pencil of today. No pen or pencil is knowingly permitted to leave the factory unless it can measure up to the very highest standard of workmanship and construction.

Should you decide to associate yourself with this company, whether as a dealer or distributing its products, will you not do it with the assurance that these pens and pencils have been built of something more than cheap metal, rubber, iridium and workmanship, but that something better—something with it—the maker's best efforts to give complete satisfaction.

Yours sincerely,

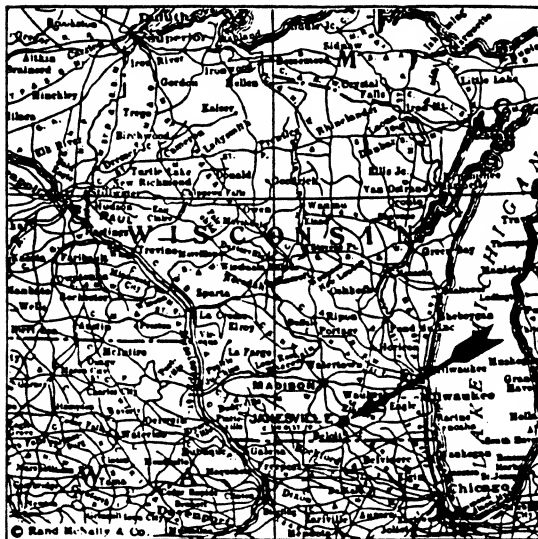
G. S. Parker

122002

FOREWORD

A pen or pencil is the most intimate personal equipment an individual can own. Thought flows through the fingertips, and life, through the use of a good pen or pencil, is made an easier, more orderly and satisfactory progress. For this reason we want you to know Parker Pens and Parker Pencils intimately.

At best a catalog is a very imperfect substitute for a flesh and blood visit between manufacturer and owner or dealer. Aside from showing a lot of pens and pencils we want our catalog to put over some idea of the factory, and the people in it, where these pens and pencils are made. We do a lot of buying from catalogs ourselves and always have had a curiosity to see



what the "birthplaces" of our desks and chairs and screw machines and time clocks, et cetera, look like. We should also like to see the faces of a good many "C. R. Smiths" and "R. S. Butlers" with whom we have had a lot of correspondence. Therefore, about this factory of ours. Janesville is its location,—in southern Wisconsin, 90 miles northwest of Chicago, 70 miles west of Milwaukee. Incidentally, we want to say that whenever any of our dealer friends, or others, are in Chicago or Milwaukee or any

place nearby, a most cordial invitation to visit us is extended. Making a fountain pen or a propelling pencil is a really interesting job—something you will be glad to have seen.

The Parker Pen Company has occupied a number of sites and outgrown them regularly every seven or eight years since 1891. The present plant is five stories high, brand new, completed in 1921. It was necessary to erect this new building in the so-called "hard times."

It has been called one of the finest and best equipped manufacturing plants in the country. Anyway, it makes a nice place to work.—well lighted, good fresh air ventilation, up-to-date equipment, hospital, rest-rooms, smoking rooms, cafeteria,—everything that tends to promote efficiency as well as comfort and convenience.

You would probably be surprised to see and to realize the number of operations required to transform a chunk of crude hard rubber and a bit of gold—and a few other things—into a fountain pen. The rough hard rubber comes to us from the rubber factory in the form of rods or tubes, depending on the parts it is to be made into. We can't very well give a detailed account of the entire process, but if you will visit us we will be glad to show it to you.



Rods of un-Worked
Hard Rubber.

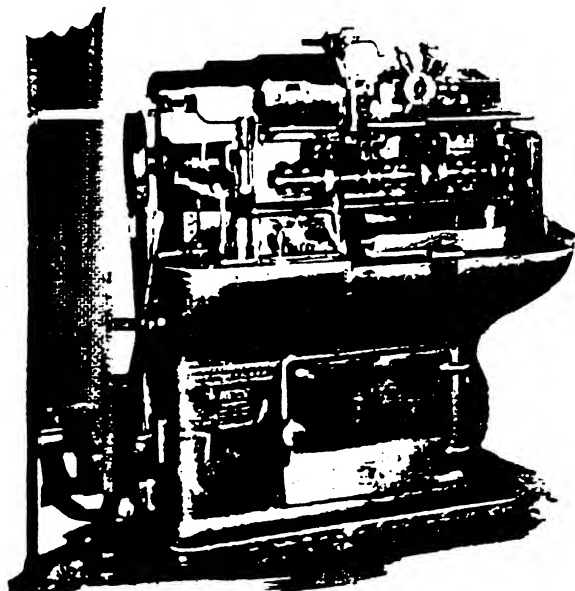
Briefly, the process is as follows: The rods or tubes of rubber are fed into automatic machines which, with great speed and precision, shape and cut the rubber into the different parts which make up a pen. Each automatic machine, of course, is set up to make one particular part. A certain number of machines are making "inner caps;" others are making "sections;" others "blind caps"; et cetera.

The Automatic Department is perhaps the most fascinating of all. If you are mechanically inclined you could undoubtedly stand and gaze at an automatic screw machine in action for 30 minutes without a flagging interest. These machines, while not equipped with a set of brains, do their many intricate operations much more speedily and precisely and accurately than human hands could do them.



Batteries of Automatic Screw Machines

"The illustration along side gives a close view of an automatic Screw Machine. They are called "Screw Machines" because the first and principal use to which they were put was the production of metal screws. For our purposes they are re-set and tooled up for the production of many kinds of fountain pen parts, both of rubber and metal. The raw stock of metal or rubber is fed in in the form of a rod or tube, in lengths up to fifteen feet. This stock is fed into an automatic chuck as needed, where it is operated on by various tools in their proper order at precisely the proper instant. The machine automatically slows down, speeds up, stops, reverses, or does whatever it is required with no attention of any operator

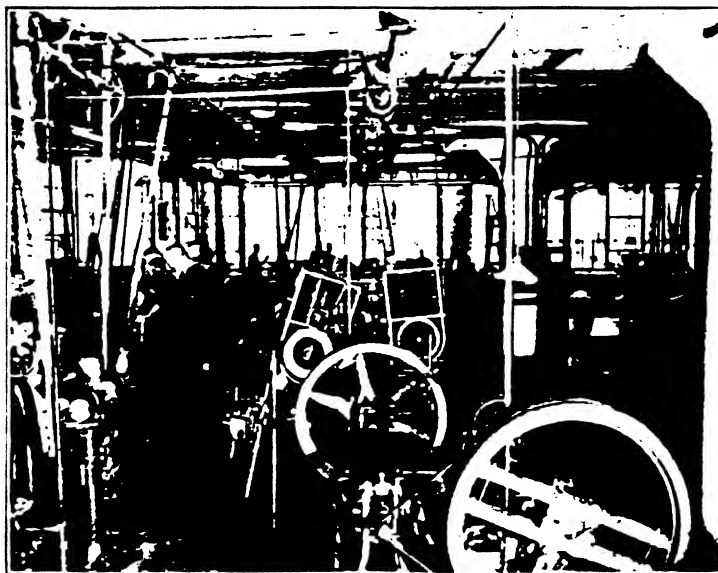


Automatic Screw Machine.

except when it needs refilling. The work is done with absolute precision when the machine has once been properly tooled up and set."

This is rather important. It means that Parker Pen parts are standardized — that each part of the pen is accurately made to the thousandth part of an inch.

An elaborate tool room is required to keep the automatic machines in condition. In the tool room are engine lathes, punch presses, milling machines, gear cutters, planers, scrapers, saws and other heavy machinery. In conjunction with



South End of Tool Room.

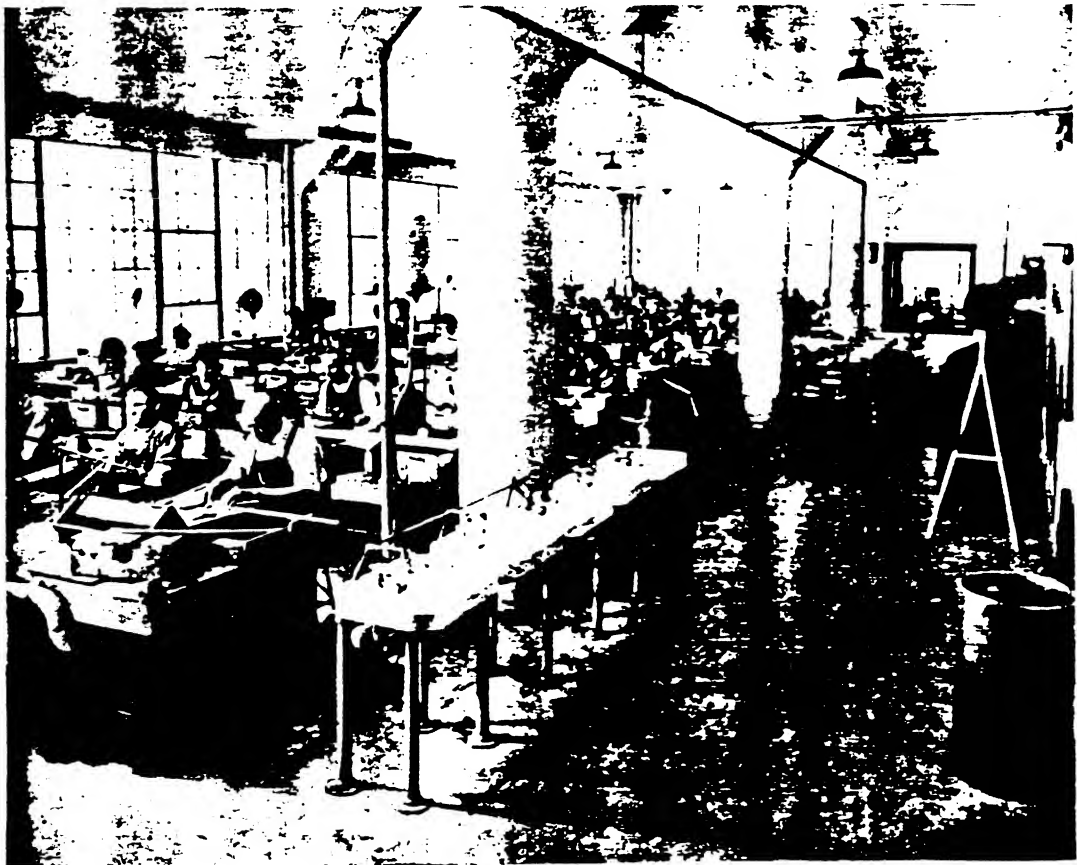
the Tool Room is an experimental department which is constantly on the alert to discover any new efficiencies and short-cuts in manufacturing."

A small, but interesting and invaluable, department is the Diamond Grinding Room. For many operations on the automatic screw machines diamond tools are required. The hardness of the diamond means that they cut sharp and clean and true.



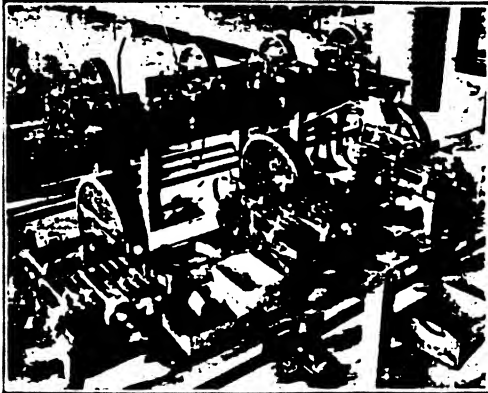
Only after many hours of cutting do they begin to show wear. They are then sent to the Diamond Grinding Room, set in steel and ground with diamond dust on a lapping disc which revolves at a high rate of speed. To re-sharpen a diamond it is necessary to grind them from one week to several months.

Two of the Diamond Lapping Machines.



Factory Department Number 1.

From the Automatic Department the formed parts are transferred to Factory Departments I and II where the different parts are fitted to each other on hand lathes. These operations require the human touch and therefore the work is done by skilled rubber turners and fitters.



Battery of Chasing Machine.

Some of the pens are then sent to the Chasing Department. Here are many more machines which automatically engrave a chased design on 6 or 8 barrels or caps at one time. These are ingenious machines that seem to see and feel and know enough to do just the right thing at the right time. They require no attention except for reloading.

From Factory Departments I and II, and from the Chasing Department, the pens next go to the Pumicing and Polishing Department. The rubber parts are here

smoothed up and polished bright and clean.

After this they are transferred to the Fitting and Assembly Departments, where the self-filling mechanism is fitted into the barrel and the gold nibs fitted and adjusted. Great skill is required in this as can readily be appreciated. Each pen is given a triple inspection to safe-



A Part of the Pen Polishing and Pumicing Department.



Where the Iridium for Parker Pen Points Comes From.

guard against any defective or imperfect merchandise being shipped.

The manufacture of gold pen points is in itself an art—and a difficult one. Fine gold is alloyed to the proper degree and rolled out into sheets of a certain thickness, stamped out into the proper shape, and tempered to give it the proper degree of elasticity or stiffness. To the writing point is fused a bit of iridium—the hardest known metal—which is mined in Tasmania. Then the point is ground so that it writes smoothly.

THE PENCIL FACTORY

The Pencil Factory presents a manufacturing process quite as interesting as pen making. The complete pencil is manufactured here in the plant at Janesville which does away with the necessity of shopping around in various places for the component parts of the pencil. It means that each individual part is made under our own supervision and must measure up to our own specifications both as to measurements and quality.

The Pencil Factory equipment consists of course principally of metal working machinery—engine turning machines, polishing machines, reducers, tappers, arbor presses, spinning lathes, power presses, clip presses, and various other machines and devices.

There is also a gold, silver and nickel plating Department in charge of specialists in that particular branch of work. In this department, and throughout the Pencil Factory every precaution is taken against wastage of gold dust. All sweepings, refuse and scraps are refined and a considerable quantity of gold is recovered.

The Pencil Engraving Department is an interesting one. It is here that the different designs are put on the pencil barrels by rolling, engine turning, and engraving by hand. Intricate and beautiful patterns are delicately and accurately engraved both by hand and by machines.



A Couple of Gold Bricks.

Pencil making requires several classes of highly skilled labor—toolmakers, electroplaters, engine turners, hand engravers, automatic screw machine set-up men, and others. Years of apprenticeship are required to attain the necessary proficiency in these trades.

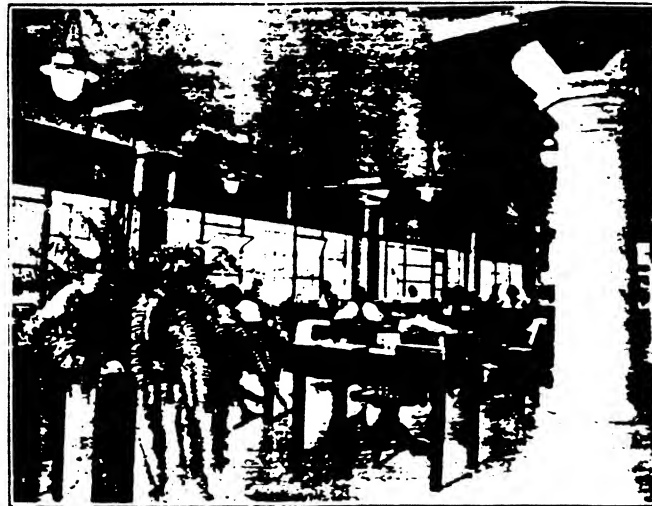
So much for the production end.

The two views shown here give an idea of the layout of the general offices. It requires a considerable force, and much floor space to care for the records of thirty-odd thousand accounts. Some of the office departments are: Sales, Advertising, Bookkeeping, Billing and Accounting, Costs and Production, Repairs and Service.



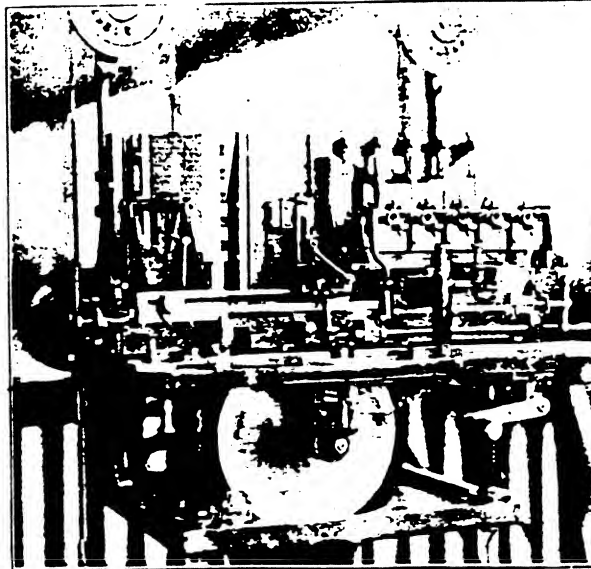
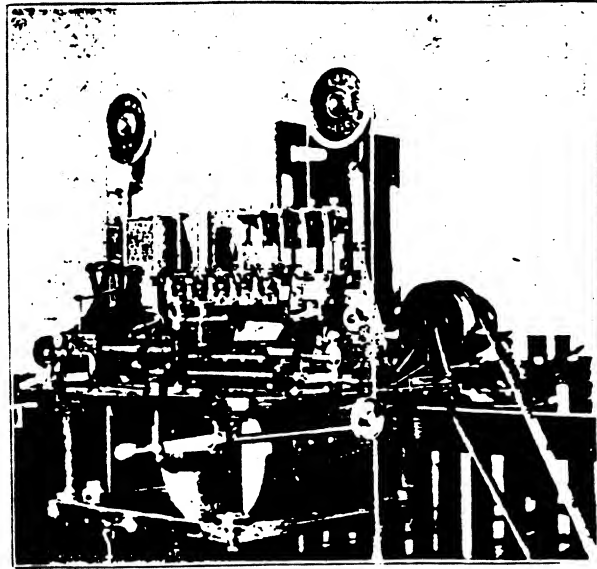
This view shows the west office, where the Bookkeeping and Billing Departments are located, showing the office unoccupied.

Another office view, showing the Cost, Production and Service Departments.



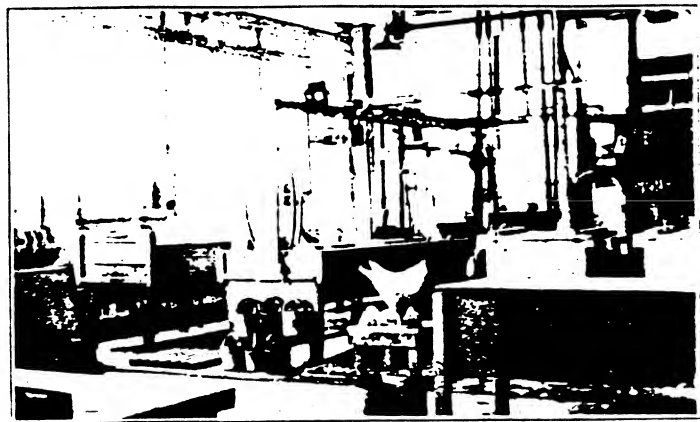
Other departments are: Order Filling, Tagging, Shipping, Mailing Department, with its machines for addressing mail, sealing and stamp-affixing "Mailometers," et cetera; and the Printing Department, consisting of complete Multigraph and duplicating equipment, and automatic printing presses for all sorts of direct mail matter and form work.

This automatic machine brocades beautiful designs on Parker Pens and pencils. Examples of work done by this machine are pencils Nos. 310 and 511 on pages 60 and 62.



A close-up view of a brocading machine working on five "Lucky Lock" Pencils at once.

Corner of plating room where Pencil and Pen parts are gold, silver, and nickel plated.



Considering the number of steps necessary to be taken with every order shipped, it is absolutely essential that everything "run in oil" and that lost motion be cut out. Every plan and device making for speed in execution of orders and correspondence has been adopted. The office boy travels on roller skates, propelling himself in "lucky curves" from one department to another at 20 miles per hour.

Let us repeat that it will be our pleasure to take any Parker dealer or prospective dealer through our plant, and show him as much as we can about pen and pencil making. We feel quite sure it will reveal some interesting processes and operations, and undoubtedly some pointers can be picked up which might prove useful in the retail selling of pens and pencils.



The World's Fastest
Office Boy.



Office Boy Executing an "Un-Lucky, Curve."



SPECIAL INFORMATION FOR DEALERS

Assortments

Parker Pens and Parker Pencils are furnished to dealers in assortments of 2, 3, 4, 6, 8, 9, 12, 24 or more dozen. Assortments can be ordered to include either pens or pencils, or both.

When a dealer leaves it to us to make up the assortment, we select a variety of pens and pencils which have been found to be the average best sellers. Dealers all over the country sell a certain percentage of \$2.50 pens, a different percentage of \$3.00 pens, and \$4.00 pens, and so forth.

The assortments that we select are based on the general average of purchases and therefore comprise models of pens and pencils from which dealers can expect the best results.

Pen assortments will average about \$25.00 per dozen net; pencil assortments about \$15.00 per dozen net.

Discounts

Discounts will be quoted upon application.

Terms of Payment

On initial orders for display case assortments, an arrangement can be made either direct with the company or through the company's representative, so that the total amount of the invoice may be divided into three monthly payments.

When such an arrangement is made, it is necessary that mention of it be made on the original order; otherwise the entire order will be billed out on the regular terms, 2% ten days, thirty days net.

Exchanges

We are willing at any time to make exchanges for dealers who keep their accounts active, to assist them in making more sales of Parker products.

Any pens or pencils received on an original assortment order—not models desired by the dealer—may at once be returned and exchanged at full face value for other models.

Goods which have been in stock some time and the dealer finds unsalable, may be exchanged at their full face value, less exchange and handling charge on unmounted numbers, including clips and screw rings, of 10%.

On pencils and all mounted pens including those with bands and gold and silver mountings, the exchange and handling charge is 15%.





Goods with broken parts are exchanged on the same basis, less the cost of the necessary repair work.

Always wrap all packages securely and write the name of the sender legibly on the outside, at the same time accompanying it with a letter of instruction to our Exchange Department.

Repairs

In sending in repair jobs to this office, kindly address the package to the attention of the Repair Department. All packages should be securely wrapped, with the name of the sender on the outside and accompanied by a letter to the Repair Department, giving exact instructions as to what is to be done.

It is requested that remittances on repairs be made promptly, as these are not charged in the regular ledger and promptness in paying repair invoices will make for promptness on our part in doing future work for you.

Correspondence With the Home Office

In communicating with the company, it will facilitate and expedite your orders if you will treat only one subject on one sheet of paper. Our organization is divided into departments and we, therefore, request that you direct your various requests to the proper departments. These departments are:

- Sales Department
- Advertising Department
- Bookkeeping Department
- Repair Department
- Exchange Department
- Shipping Department

If you treat all subjects on one sheet of paper, the execution of your various requests will necessarily be delayed.

Any correspondence you wish to have with our salesmen, address your letter to the salesman, c/o of the Home Office or branch, and your letter will at once be forwarded to him.

Advertising

We always maintain at this office a quantity of cards, hangers, cut-outs, circulars, signs, easels and electrotypes. This material is furnished to dealers, free of charge. It is requested, however, that dealers do not order this material in wholesale lots if they do not intend to make good use of it. We have many thousands of dealers and we want to maintain a supply for all who want it.

We maintain each year an advertising campaign in national publications which extends throughout all the twelve months. It is advisable for dealers to write to the house for newspaper electrotypes in order to call attention locally to their pen department and profit by the national advertising we do.

Any request for advertising material or any special service that we can render will have our prompt attention.



Service Repair Kits

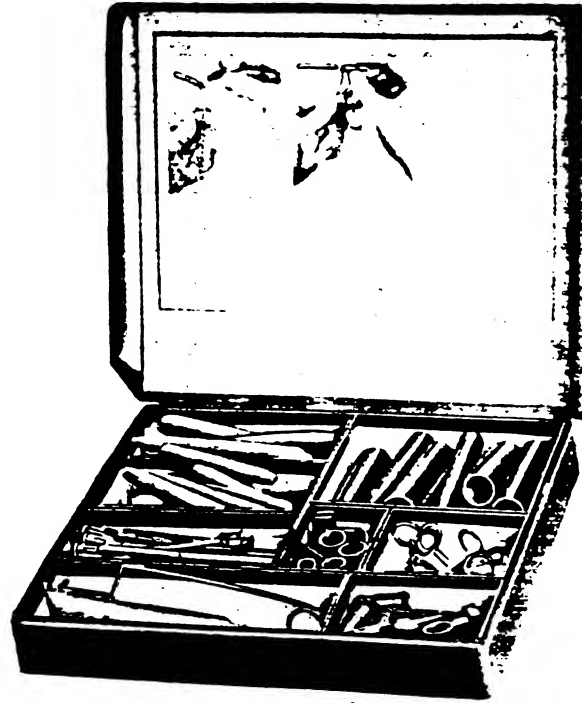
We can supply authorized Parker Pen dealers with a box of spare parts and the necessary tools for effecting repairs on Parker Pens.

This box contains the following material:

18 sacs, 9 pressure bars, 6 clips, 7 outer caps, 2 slip caps, 11 blind caps, 2 inner caps, 2 feeds, 2 sections, 1 sac spreader, shellac, tools and glue for attaching ink sacs.

The purpose of instituting Parker Pen Service Stations was primarily to render better service to the individual purchasers of Parker Pens. It also has its advantages for the dealer. The dealer makes a profit on repair jobs and the Service Station idea makes his store head-quarters for fountain pens.

The cost of these repair boxes is \$6.00 net and with it the dealer can make about \$12.00 worth of repairs. Spare parts can be added at any time at current prices.



Repair Information and Price List

For price of repair parts see page 24.

Parker Ink

Parker ink is an electro chemical product and is made particularly for use in fountain pens. We earnestly recommend the use of Parker Ink for any kind of a fountain pen because it contains no acid or other ingredients which are a detriment or in any way shorten the life of the fountain pen. It is permanent in its record qualities, double strained through silk and will not clog or gum the feed of the pen. Parker Ink is manufactured in the following colors: *Blue-black, black, blue, red, green and violet.*

Parker Ink is furnished in very attractive colored cartons—the colors of the cartons coinciding with the color of the ink. Parker Ink is not only of the very highest quality but it makes a very attractive and salable display as well.

The most popular size package of ink is the two ounce bottle. Parker Ink is supplied to dealers in the following sizes: 2 ounce square bottles, 1 ounce travelers wooden case, 3 ounce travelers wooden case, 1/2 pints, pints, and quarts.

The minimum size shipment on small bottles is one-half gross. This may be shipped either F. O. B. Janesville or New York City.

Prices will be quoted upon application.

The Parker Pencil Leads

Parker leads are of standard size so as to fit all thin lead magazine pencils. They are $1\frac{1}{4}$ inches long and are packed twelve to the box. They are furnished in three degrees of hardness and are guaranteed to be of very highest quality. Parker leads will not vary in diameter more than one-thousandth of an inch, larger or smaller, which is an accuracy of size not to be found in the ordinary run of leads on the market. This is very important in magazine pencils because in many pencils if the leads are under-size they will fall out, or if they are oversize they are likely to clog or jam the pencil.

Parker leads are supplied in nickel plate metal containers, one dozen to the package. An extra eraser and eraser cup is furnished with each package of Parker leads. The old eraser cup in the pencil can be unhooked and thrown away and the new one inserted. This is a very strong selling point for both leads and pencils. We believe that an ordinary person uses up one eraser in about the same time that he uses up a dozen leads. This will be found to be a very welcome feature.

The lead containers retail at 15c and are issued to dealers at 40% discount.

ACCIDENT POLICY

PARKER PARKER
Fountain Pens Pencils

This is to Certify that

M _____

Town _____ Street _____ State _____

has this day purchased a Parker Lucky Curve Fountain Pen or a Parker Lucky Lock Pencil of the undersigned duly authorized agent for The Parker Pen Company, Janesville, Wisconsin. This Pen or Pencil is catalog No. _____ and full retail price was paid for it. These conditions being complied with, this certificate entitles the above owner, on return of the pen or pencil and this certificate to the Company, properly dated, filled in and signed by the authorized dealer, to have the pen or pencil put in good repair, if broken or unsatisfactory in any way, free of charge, for a period of one year. This one year warrant applies to all parts of the pencil, and the pen with the exception of the pen point. When a pen or pencil is returned it must be accompanied by this policy and return postage for ordinary mail and insurance.

Countersigned by dealer _____

for The Parker Pen Co.
Janesville, Wis., U.S.A.

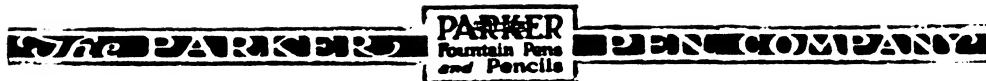
City _____ State _____ Date _____

Not valid unless all conditions are complied with

Regular list charge will be made for repairing this Fountain Pen unless accompanied by this Policy for repair

The Parker Guarantee

This cut is a replica of the Parker Accident Policy or Guarantee. This is a more liberal guarantee than is made on any other fountain pen or pencil on the market. Both are guaranteed fully for a period of one year to be free from all defects in material, workmanship, and construction. This guarantee covers all parts of both pens and pencils with the exception of the gold nib in the pen which is so often injured through carelessness in



dropping on the floor that we can not guarantee this against injury. It should be understood that this guarantee is not effective or valid unless it accompanies the pen or pencil sent in to us for repairs. It, of course, must be properly filled out and all conditions complied with. No free repair work is done unless it is accompanied by this policy.

Display Cabinets

We have a complete line of display cases for pens and for pencils, and combination cases for both. These cases are issued to dealers in the following sizes: 2, 3, 4, 6, 9, 12, 18, 24, or more dozen. These cabinets are of the very finest workmanship and material and are offered in Mahogany or Golden Oak, or they may be obtained in special finishes to match the furnishings of your store. Real plate glass is used in them throughout.

As you probably know, hard rubber pens and silver pencils can not successfully be displayed in the same case without being isolated. This is because the rubber very quickly tarnishes and discolors the silver.

To get away from this annoyance, we have therefore had combination display cases especially designed so that the two products are separated by plate glass. This has been accomplished so that it shows the entire assortment of pens and pencils in a very attractive fashion.

Parker Pen and Pencil Display Cases are issued to dealers under the following terms: Dealers are charged for the actual amount we pay the manufacturer for these cases and we of course get a very low price on them as we buy in large quantities.

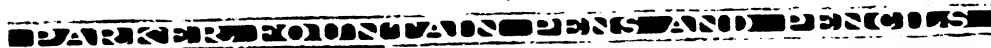
However, to offset the amount paid us for the display case, we issue to the dealer enough fountain pens at retail price to equal the amount of the case charge. Thus when the dealer has sold these free pens he has recovered in full what he paid for the case and the case becomes his property. No display cases are issued unless sufficient pens and pencils are ordered to fill the case completely.

The prices of display cases will be given to interested dealers upon request. These may be shipped F. O. B. Janesville, Wisconsin; Rockford, Illinois; New York City; San Francisco; or Spokane.

The opposite page illustrates several styles and sizes of display cabinets for Parker Pens and Pencils. All of these cabinets are constructed of the very finest materials that it is possible to obtain and they are built with the idea that they will be an attractive addition to the fixtures of any store and not a necessary evil.

Real heavy plate glass is used throughout, which means that the cases are sturdy and rugged and that the corners and joints are permanently and strongly put together and will not warp open or crack.

The wood finish of these cases is regularly furnished in either Mahogany or Golden Oak. Special wood finishes may be had to match the furnishings of your store. In ordering special finishes it is desirable to have a







sample piece of the wood so that it can be forwarded on to our showcase factory, which will insure a perfect match.

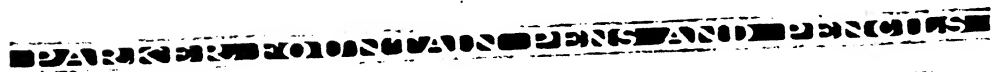
Display cases are available for Parker Pens and Parker Pencils or combination cases for both. It is impracticable to display pens and pencils in the same compartment because the rubber of the fountain pens will very quickly tarnish and discolor the silver pencils. To overcome this objection, we have had especially designed and constructed combination cases which isolate either the pens or the pencils but display both to the best advantage.

All of the cases on the opposite page, with the exception of the three flat counter cases (the two, three and four dozen flat counter cases) are available as pen cases, pencil cases, or combination pen and pencil cases.

Method of Issuing

Parker Pen and Pencil display cases are issued to dealers on the following basis. We charge the merchant for the case at the price we pay for it. We are enabled to get them at a low cost because of our large purchases. To offset this case charge, we give the dealer free of charge enough pens at retail price to equal it. Thus when the dealer has sold the free pens which we have given him, he has entirely recovered the amount paid us for the case. For example, if the case costs \$20. we would collect \$20 from the dealer for the case and then give him four \$5 pens to offset it.

Parker cases may be shipped F. O. B. Janesville, Rockford, Illinois, San Francisco, Spokane, or New York City. Prices will be quoted upon application.



EXPLANATION OF THE CONSTRUCTION, AND SUGGESTIONS FOR THE USE AND CARE OF PARKER PENS

The following information is something that we urge all dealers to read carefully. It is important that Parker Pen dealers understand the construction of the different types of pens so that they will be in a position to service them properly.

I. Explanation of Different Types and How to Identify Them

Two main types of Parker Pens are manufactured, namely "self-filling" and "regular." By regular is meant a pen filled with a dropper. Each of these types has two modifications:

I. Self-filling:

1. Jack-Knife Safety
2. Slip Cap

II. Regular:

1. Jack-Knife Safety
2. Slip Cap

Therefore, before attempting to clean your pen, or in writing about repairs for it, determine what type it is, also its catalog number and the size of the pen point.

The *self-filling* type is identified by the presence of a small blind cap on the end of the barrel, which, when removed, exposes the presser button of the self-filling mechanism.

The *regular type* (non-self-filling) has a single piece barrel with no blind cap on the end.

The *Jack Knife Safety* model (self-filling or regular) is identified by the safety cap which screws on. "JACK KNIFE SAFETY" is stamped on the cap.

The *Slip Cap* model (self-filler or regular) is identified by the cap which slips on over the nozzle, being secured by friction, not by threads.

The *pen point* number, denoting the size of the point, is stamped thereon.

Transparent barrel pens are made both in self-filling and regular types, and in both Jack Knife Safety and Slip Cap models. The ink contained in the barrel can only be seen, however, in the regular type.

Ivory Pens (pens with colored barrels) are supplied only as Jack Knife Safety self-fillers.

II. Technical Description of Self-filling Type

The Parker Self-filling pen is unlike any other self-filling pen in the world. Its mechanism is entirely enclosed within the barrel. Why? Successful and safe self-filling pens are necessarily equipped with soft rubber

sacks on the inside to hold the ink. Soft rubber, by nature, is not as durable as hard rubber. Therefore, sometime, maybe in one year, maybe in five years, the soft rubber sac will burst. When this happens with ordinary pens, the ink is free to come out through the opening in barrel through which the self-filling lever protrudes, thus, staining the surroundings—the clothing or hand bag, etc. With the Parker Pen no ink can possibly escape under any circumstances because there is no opening. Furthermore, it does not necessarily mean an interruption of service. The self-filling mechanism can be removed and the pen used as a drop filler until some time when repairs can conveniently be made.

The Parker self-filling pen is thus the one and only safe pen under all circumstances. (See illustrations 4 and 5 on Page — showing operation of self-filling mechanism.)

II. Technical Description of Regular Type

The Parker Regular or non-self-filling type consists of three main parts, (1) the barrel, (2) the pen point section assembly (including gold point, feed and nozzle) and (3) the cap. There is nothing to get out of order and the barrel holds a greater amount of ink than a similar sized self-filler, due to the absence of the self-filling mechanism.

All thread joints are carefully and perfectly made so the danger of leakage is done away with: It is essential, however, that joints be kept free from dirt and grit, otherwise a leak is likely to occur.

IV. Proper Method of Filling (Self-Filling Type)

Remove the blind cap and completely submerge the pen point in good clean ink. Press the self-filling button two or three times to force all air from the sac (see cut 1) and then release the pressure of the button (see cut 2) but do not remove the pen from the ink for three or four seconds. A few seconds time must be allowed for the soft rubber sac to suck up a full charge of ink.

Follow these directions carefully and you will have no difficulty in making your pen fill to its full capacity. Read this over and digest it carefully—your Parker Pen will last for many years and it will be to your advantage to learn now once for all, how to fill it properly.

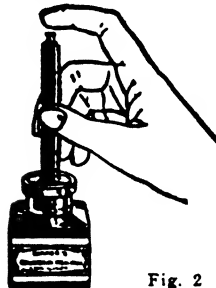


Fig. 2

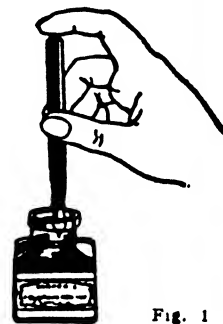


Fig. 1



Fig. 3



Fig. 4

Fig. 5

V.—Proper Method of Filling (Regular Type)

Unscrew the nozzle section, holding the pen point upward. Fill with an ink dropper from good clean ink (see cut 6) and replace the nozzle section. In screwing the nozzle back into place, after one complete turn of the thread has been made, invert the pen holding point over the ink bottle (see cut 7) and finish screwing into place. Excess ink thus flows out the channel and does not collect at the joint.



Fig. 7

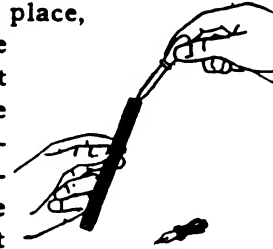


Fig. 6

VI.—What Not To Do

1. *Do not disassemble the self-filling pen.* If, after following the directions as given, your pen fails to function, send it to us. It is guaranteed. But the guarantee becomes void if the pen has been disassembled and in any way injured as a consequence.

This means, do not unscrew the nozzle (point a, cut 4, page 2) or the sac will be twisted and rendered useless; and do not pull out the presser bar or button (point b, cut 4, page 2) or the sac will probably be telescoped when you attempt to replace it.

2. *Do not use any but the best ink.* Pens should not be filled from dusty, gummy, muddy ink wells. Any good writing fluid may be used, preferably from a corked bottle. We strongly and sincerely recommend Parker Ink because it is the highest quality and contains no chemicals which will injure any part of the pen. It is permanent in its record qualities and absolutely free from sediment.

3. *Do not fail to keep cap screwed tightly on the pen when it is not in use.* Failure to do this will result in the nozzle section and feed becoming encrusted with dry ink, interfering with proper flow. This is important—get the right habit.

4. *Do not let your pen become dirty and clogged.* (See instructions on cleaning.)

With regular types be sure the joint between nozzle and barrel is clean and tight. A particle of dust or dirt here may result in an imperfect union and consequently a leak.

VII.—How to Clean the Pen

A self-filling pen can easily be cleaned by submerging the pen point in water, pressing and releasing the button several times. (See illustration 8). This will eject all the sediment and dirt from the ink channel and clean out the inside of the sac. If the pen point and feed are encrusted with ink, it may be necessary to allow the pen to stand in cold water for some time in order to loosen this crust. Failure to keep the cap screwed on tightly when the pen is not in use will invariably result in the gold pen and feed becoming encrusted with ink. The joint (A) in illustration 10 must be closed air tight

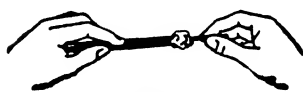


Fig. 9

when the pen is not in use. Otherwise, the volatile ingredients of the ink will evaporate, leaving the solids.

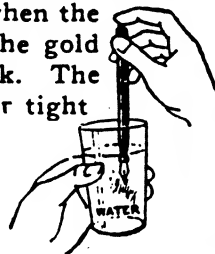


Fig. 8



Fig. 10

The regular type can be easily cleaned by allowing the pen section to remain submerged in water over night. The ink channel can be cleaned out by taking the rubber bulb from the ink dropper, putting it over the nozzle threads, and forcing water up and down through the ink channel.

The Jack Knife Safety cap is very easily cleaned as it may be taken apart and thus made more accessible. Unscrew the inner cap and clean it. Then put some cotton on a match and by means of this wipe out the inside. (See illustration 9.) The slip cap can be cleaned in the same manner.

VIII.—Repair Information

The Parts and Service Department is operated for the convenience and satisfaction of Parker Pen users. Painstaking attention is given to all repair work sent in, both by dealers and others.

To execute work promptly and satisfactorily, we must have your cooperation. Mark plainly on the package your name and address. Write a letter of instructions, stating the trouble and what is to be done. Empty ink from the barrel and pack the pen securely.

SERVICE CHARGE—NOTE CAREFULLY. When pens sent in for repair are in need of a general adjustment, in addition to the repair work ordered, an additional service charge of 15c per pen is made. This charge is net to everyone. This service includes a general adjustment, a thorough cleansing of all parts, alignment and resetting the gold point and polishing. When such service is not required, it is not rendered and no charge is made. But this service is made in all cases if, in our judgment, it is advisable to do so for the good of the pen.

It is our custom to return repair jobs C. O. D. to persons not having accounts with the company, to eliminate unnecessary bookkeeping and clerical work.

Price Lists of Pen Parts

GOLD PENS				NEW PARTS								
No. on End of Bbl.	No. on pen point	Price on New	Allow on old	Feed	Sec.	Barrel	Blind cap	Outer cap	Inner cap	Press bar	Ink sac	Trans. barrel
20, 20½	2	1.25	.20	.30	.50	.75	.15	.30	.25	.30	.15	1.00
23, 23½	3	1.50	.30	.30	.50	.75	.15	.30	.25	.30	.15	1.00
24, 24½	4	2.00	.40	.40	.60	1.00	.20	.40	.35	.30	.15	1.25
25, 25½	5	2.50	.50	.50	.65	1.25	.25	.45	.45	.30	.20	1.50
26, 26½	6	3.00	.60	.60	.75	1.50	.25	.50	.50	.30	.20	2.00
28, 28½	8	4.00	.80	.80	.85	2.00	.25	.60	.60	.30	.20	2.50
Giant	12	5.00	1.00	1.00	1.00	2.50		1.00	1.00			

All sizes Parker Clips, nickel 25c, gold plate 75c

Ivoryine Barrels, \$1.20. Ivoryine Outer Caps, 60c.

The above list applies to all parts except those mounted with gold or silver. These will be furnished upon application.

The above prices on gold pens, feeds, sections, presser bars and sacs apply to these parts of mounted styles. For example, if you have a Parker Pen No. 51, examine the gold point and you will see it as a No. 2 size. Therefore, a new gold pen will cost \$1.25, a feed 30c, a section 50c, etc. Also the outer and inner caps, and the blind cap on the No. 51 will cost the same as for the No. 20 pen as they likewise have no gold or silver mountings. Whenever a gold pen is wanted, or any readjustments of parts is required, the complete holder should be sent to us. This is necessary to insure a perfect fit and adjustment.

Gold pens are repointed, straightened and aligned for 50c. Re-pointed pens are not warranted to wear well, nor to have the quality or durability of point as new pens, and we therefore cannot guarantee re-pointed pens to give satisfaction.

When a pen is covered by the *Accident Policy* it is required that the policy be returned with the pen. Otherwise a charge is made automatically. The service charge 15c per pen for cleaning, adjusting and re-setting point is made when necessary, whether accompanied by the *Accident Policy* or not. Under the terms of the *Accident Policy*, all parts of the fountain pen, *except the gold point*, are guaranteed against breakage or defects for a period of one year from date of sale.

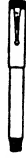
Thus, if a new sac is required you will be billed for the following items: cost of sac, service charge, postage and insurance. If the *Accident Policy* is sent in, the sac is supplied free. In the case of a dealer, the price of the sac would be subject to the regular discounts on parts—the service charge, postage and insurance are net.



The new pen classic; with a point like a smooth jewel bearing, and an Over-size Barrel that resembles Chinese lacquer

A 25 Year Pen

Created by GEO. S. PARKER
 inventor of the leakproof "Lucky Curve"



Note the classic simplicity of its outlines.

IT TOOK MR. PARKER 30 years to produce this super-pen, but it took America only six months to reward his infinite pains with a triumph unparalleled in the whole pen industry. In this short time the Parker Duofold has become the leading seller at prominent pen counters in New York, Chicago, San Francisco and dozens of cities. It seems that the higher a pen's perfection, the swifter and more sweeping its popularity.

Men and Women of America

We invite you to step up to the first good pen counter you come to and see its lacquer-like beauty. Note how soft this shade of Chinese-red; how smart the black-tipped ends and neat gold pocket-clip.

Grasp it! Get the business-like feel of its fit, weight and balance in your hand.

Compare its over-size barrel with the ordinary pen to note how much more ink the Duofold holds.

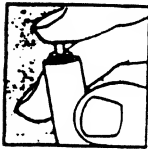
Then write with this *Natloe Iridium* point set in extra thick gold—so smooth it needs no "breaking in," so hard and life-enduring we can guarantee it for 25 years for wear and mechanical perfection.

Write also with pens of other makes. The Duofold successfully challenges any other pen on earth regardless of price. We, too, manufacture higher-priced pens with costly mountings and know all kinds. Try, yourself, to find another anywhere that writes so steadily and smoothly.

We are supplying dealers as rapidly as possible with this pen that wears like a smooth, hard jewel. But if you don't find it near by, have your dealer take your order subject to your approval after trial. Or write us giving your dealer's name.



Do you know any other pen you can pass from man to man and have it suit all hands and hold its original point?



Press the button and the Duofold drinks its fill.

No pump or lever to catch on clothing and spill the ink.



The **PARKER** LUCKY CURVE

Duofold

The 25 Year Pen

LADY DUOFOLD \$5
 Chatelaine or Hand Bag Size

DUOFOLD, JR. \$5
 Same except for size

